**Presentation Summary document**

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**DSC 640 – Data Presentation**

**Professor Catherine Williams**

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As an employee of the fictional airline DSC640, I created a PowerPoint presentation on airline safety, carefully selecting appropriate graphs and images for the audience and adjusting the backgrounds to improve readability. Each slide was accompanied by a recorded script, kept concise and straightforward, with a Big Idea summarizing the presentation's main point in one sentence. I highlighted the difference between aircraft and vehicle safety, emphasizing the decline in airline fatalities and the contributing factors, as well as the TSA's security measures following the terrorist attacks. The presentation included a trend analysis of airline incidents and fatalities, demonstrating the increase in airline safety and the safety of US domestic travel, with a particular emphasis on the safety of DSC640.

When creating the presentation, it is essential to consider the audience and their level of familiarity with the subject matter. An internal audience may already have a level of understanding of the industry and be interested in more detailed financial data, while an external audience may be more concerned with safety and security. So, I excluded the financial data from the presentation. For external audience, it is appropriate to highlight safety statistics, security measures, and other factors that would help build trust and confidence in the airline industry. So my presentation is mainly focused on statistics and safety measures.

All information presented was ethically sourced, properly credited to the authors, and complied with ethical research guidelines. The ethical considerations that came up while presenting to this audience or doing the research are to make sure no sensitive information or personal identification information is in the presentation. All of the information I presented is based on publicly available sources, and I made sure to provide accurate and up-to-date information with relevant references.